4. List the brand name, type (i.e., non-filter; paper, cellulose, or charcoal filter; menthol, etc.) length of cigarette in millimeters, length of filter in millimeters, and length of overwrap in millimeters of each cigarette manufactured or distributed by the corporation during the calendar year 1973 including varieties sold in a test market or limited market basis. List all varieties which were sold for the first time during this period and the date on which first sold. List all varieties which were discontinued during this period and the date last manufactured.

5. Report total cigarette sales by number and dollar volume by year and by month for the calendar year 1973 within the 50 states, the District of Columbia, U.S. territorial possessions and to United States military forces stationed outside the United States and its possessions. Report the same for each cigarette variety manufactured.

6. Report total cigarette sales by number and dollar volume for cigarettes sold outside the United States and its possessions to persons other than United States military forces by year and by month for the calendar year 1973. Report the same information for each cigarette variety manufactured.

7. Report the total dollar volume of domestic and foreign sales for each product line other than cigarettes during the calendar year 1973 including sales data for all subsidiary and parent corporations.

8. Report the total dollar volume of all domestic and foreign sales for all product lines, including cigarettes, during the calendar year 1973, including sales data for all subsidiary and parent corporations.

9. Report the following information for the calendar year 1973.

   (a) Total dollar expenditures for domestic advertising of cigarettes upon all media including direct mail promotions.

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11. Report the names and addresses of all testing laboratories which have conducted tests for tar and nicotine content of any cigarette variety manufactured by the corporation at the request of the corporation since January 1, 1973. Furnish copies of reports of all tests.

12. Furnish copies of reports of all tests for tar and nicotine content of any cigarette varieties manufactured by the corporation conducted in any laboratory operated by the corporation since January 1, 1973.

13. Furnish copies of any other tests, studies or data upon which the corporation has relied to support any claims or statements in advertising or on cigarette packages made during 1973 which concern tar or nicotine content of any cigarette variety.

14. Report the names and addresses of all advertising agencies which have participated in the preparation or placement for publication of all advertising used during the calendar year 1973, and state the nature and extent of such participation.

You are advised that penalties may be imposed under applicable provisions of Federal law for failure to file special reports or for filing false reports.

The Special Report called for in this Order is to be filed on or before March 16, 1974.

By direction of the Commission.

Chas. A. Tobin

Charles A. Tobin,
Secretary.

Date of Order: JAN 8 1974

The Report required by this Order, or any inquiry concerning it, should be addressed to the attention of:

Russell Hatchl, Attorney,
Division of National Advertising,
Bureau of Consumer Protection,
Federal Trade Commission,
6th & Pennsylvania Avenue, N.W.,
Washington, D. C. 20580

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Source: https://www.industrydocuments.ucsf.edu/docs/kkkk0001